

**Fundraising minimums
functionality for charities
FAQs**

GivenGain's fundraising minimums functionality explained

Fundraising minimums allow a charity to set a minimum amount to be raised by fundraisers for a specific campaign, for example, when fundraising for a charity entry at a sport event instead of buying it. In order to join a campaign with a fundraising minimum, a fundraiser must provide their credit card details and agree to raise at least the minimum amount by the deadline/s (milestone/s) as set by the charity. On that date/s, the fundraiser's credit card will be charged any shortfall between the minimum amount and what they raised in donations. For example, if the fundraising minimum was \$3,500 and they raised \$3,000, they would be charged \$500 on the deadline.

Why were fundraising minimums introduced?

Fundraising minimums have been used by large sport events, such as the Boston Marathon, with great success over the years, specifically with charity entries.

Fundraising minimums provide both the charity and the fundraiser with peace of mind that the charity entry has been allocated and confirmed. It also greatly reduces the administration load for the charity, as it no longer needs to check if an entry fee has been paid, which enables the charity to confirm the fundraiser's place at the event and send any event goodie bag as needed.

Confirming the place early also allows the fundraiser more time to raise funds for the cost of their charity entry, instead of having to pay in advance and attempt to raise the money later.

How does a charity set up fundraising minimums for an existing campaign page?

1. Once logged in to your charity dashboard, click on the 'Campaigns' tab. Next, select the name of the campaign you'd like to set a fundraising minimum for and open the 'Campaign fundraising minimums' tab. When you tick the 'Fundraising minimums (optional)' box, the setup options will appear. ([Contact GivenGain](#) to have this functionality activated for your charity account, if you don't see it.)
2. Enter the maximum number of fundraisers you'll allow to commit to raising a minimum fundraising target. Once this limit has been reached,

fundraisers will no longer be able to create projects with a minimum fundraising target.

3. Decide who can join your campaign subject to a minimum fundraising amount. You can do this by using the 'Invite only' option, which will limit participation to approved fundraisers with whom you share your signup link.
4. Alternatively, if you don't want to limit the identity or number of fundraisers who can commit to a minimum amount raised, leave your campaign open and allow any GivenGain user to sign up to your campaign and commit to a fundraising minimum.
5. You can approve individual fundraisers manually or tick the 'Auto-approve' box to automatically accept fundraisers up to the limit you set (see 2. above). If you choose to manually approve each individual, you'll receive an e-mail to notify you when a fundraiser is waiting to be accepted or rejected.
6. Add the minimum total amount a fundraiser must raise by the set deadline. If they do not raise that amount, the shortfall referred to above will be charged to their card at midnight (UTC) on your specified date.
7. If you want to, you can also add an earlier milestone amount and date for your campaign. The amount must be less than the final minimum amount and the deadline must be before the final deadline.
8. You can add a link to another website or web page that contains any additional requirements or terms and conditions.
9. Agree to GivenGain's terms and conditions of use for fundraising minimums.
10. Click 'Save changes' to finalise your campaign.

Can we adjust a fundraiser's fundraising minimum amount once they have agreed to it?

Yes, you can lower the fundraiser's minimum amount at any time. For example, if a fundraiser has agreed to raise \$3,000, you may wish to decrease this to \$2,500. You may later increase the minimum amount again, but never to an amount higher than the one you originally set.

The fundraiser will be notified by e-mail of any changes made to their minimum fundraising amount.

Can we adjust the deadline date on which the fundraiser will be charged if they have not reached the agreed fundraising minimum?

Yes, you can extend the deadline date as far as you wish. For example, if it is set for 1 September, you can change it to 25 September. However, you cannot shorten the deadline by changing it to any date before the original deadline.

The fundraiser will be notified by e-mail of any changes made to their fundraising milestone dates.

Can we have different minimum amounts for different fundraisers?

As above, you can lower an individual fundraiser's minimum fundraising target (and raise it again to the maximum they agreed to before), but any changes made to the fundraising minimum at the campaign level will not affect any fundraiser who has already agreed to a fundraising minimum.

To make changes to fundraising minimums that have already been agreed to, open the 'Campaign fundraising minimums' tab and scroll to the bottom of the page. Here you will see a list of your fundraisers who have already created their fundraising projects and agreed to minimum fundraising limits. Click on 'Manage' next to the name of the individual whose minimum amount you want to edit. You'll then be given the option to lower their fundraising minimum amount.

Will fundraisers get a notification before their credit card is charged?

Yes, both the GivenGain charity administrator and your fundraiser will receive an e-mail notification 7 days before a payment milestone occurs.

Are the fundraiser's credit card details secure?

Yes, it is 100% as secure as when a donor sets up an online donation on the GivenGain donation platform. [Read more here.](#)

Do off-platform donations count towards a fundraiser's fundraising minimum?

Yes, off-platform donations (from non-GivenGain sources) can be counted towards fundraising minimums. Note that only the benefiting charity can add

donations received from other sources to a fundraiser's fundraising total – including in-person donations or direct bank transfers. [Find out more here.](#)

Can a fundraiser change their fundraising target amount?

Individual fundraisers cannot change the fundraising target on their project page, as this reflects the fundraising minimum amount to which they agreed upon project creation. Fundraisers wishing to lower their minimum amount should contact their campaign organiser.

Does a charity have to use GivenGain's fundraising minimum functionality?

No, this functionality is completely optional and available to you as a tool to help you enforce your fundraising minimums.

How do we set up fundraising minimums for fundraisers who have already created a project?

GivenGain can pull a report of all fundraisers who are already fundraising for your charity and will reach out to you to ascertain your fundraising requirements for them. If you already have a list of those fundraisers and what minimum requirements you wish to set, please feel free to send us their names, e-mail addresses, minimum amounts to be applied to their pages, milestones if any, and the desired charge dates.

Once a fundraiser's minimum has been applied, we will send you a unique link to send to them when you request that they agree to it. They must then agree to their minimum via this link.

Is there a cost to the charity for using fundraising minimums?

No, this optional functionality is 100% free to use, including set up assistance by GivenGain where needed.

Contact support@givengain.com for any additional queries.